



PUBLIC INFORMATION COORDINATOR

Characteristics of Work

This is administrative work in developing, coordinating and directing a diversified information and public relations program within a state agency. Employees are responsible for planning and coordinating a program disseminating information to acquaint the public, businesses, and industries with the objectives and accomplishments of the agency, and a program designed to establish and maintain effective relations with local communities. Work involves the preparation of all press releases for the agency in all types of media. Additional duties include managing the work of the printing and mail units of the agency; coordinating work between units; estimating project times and material costs; supervising the operation, maintenance, and repair of equipment; and implementing policy and procedure. Supervision is exercised over subordinate professional, technical, and clerical personnel, while general supervision is received from an administrative superior.

Examples of Work

Examples of work performed in this classification include, but are not limited to, the following:

Plans, develops, and coordinates an information and public relations program to acquaint the community, businesses, and industries with the program objectives and accomplishments of the agency.

Develops and maintains effective working relationships with representatives of all news media; civic organizations; community organizations; and local, state, and federal agencies.

Develops contingency plans and operational procedures for dissemination of information in the event of accidents, natural disasters, and other spot news events.

Develops and improves techniques for disseminating internal information.

Directs information activities including scheduling and assigning information specialists and photographers to cover events in which agency units and personnel participate.

Reviews reports and correspondence for accuracy, propriety, and style.

Schedules and conducts interviews with all news media.

Plans, directs, and controls the provision of services in the printing and mail units.

Evaluates requests for duplicating services to determine most cost effective method of duplication.

Conducts monthly physical inventory with printing supervisor to account for all materials printed during the month.

Compiles monthly statistical report delineating the activities of each subordinate functional area.

Performs related or similar duties as required or assigned.

Essential Functions

The essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring agency.

1. Writes and produces agency/department publications.
2. Manages and coordinates public information programs.
3. Plans, develops, and coordinates mass media communications.

Minimum Qualifications

These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to the State Personnel Board in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Light Work: May frequently walk or stand and/or frequently exert force equivalent to lifting up to approximately 10 pounds and/or occasionally exert force equivalent to lifting up to approximately 20 pounds.

Vision: Requires the ability to perceive the nature of objects by the eye.

Near Acuity: Clarity of vision at 20 inches or less.

Midrange: Clarity of vision at distances of more than 20 inches and less than 20 feet.

Far Acuity: Clarity of vision at 20 feet or more.

Speaking/Hearing: Ability to give and receive information through speaking and listening skills.

Motor Coordination:

While performing the duties of this job, the incumbent is regularly required to sit; and use hands to finger, handle or feel objects, tools or controls. The incumbent is frequently required to stand; walk; and reach with hands and arms. The incumbent is occasionally required to climb or balance; and stoop, kneel, crouch, or bend.

Experience/Educational Requirements:

Education:

A Master's Degree from an accredited four-year college or university in public relations, journalism, advertising, or radio and television communications or a related field.

AND

Experience:

Four (4) years of experience in work related to the above-described duties, one (1) year of which must have included line or functional supervision.

OR

Education:

A Bachelor's Degree from an accredited four-year college or university in public relations, journalism, advertising, or radio and television communications or related field.

AND

Experience:

Five (5) years of experience in work related to the above-described duties, one (1) year of which must have included line or functional supervision.

OR

Education:

Graduation from a standard four-year high school or equivalent (GED).

AND

Experience:

Nine (9) years of experience in work related to the above-described duties, one (1) year of which must have included line or functional supervision.

Substitution Statement:

Above graduation from a standard four-year college or university, related education and related experience may be substituted on an equal basis.

Interview Requirements

Any candidate who is called to an agency for an interview must notify the interviewing agency in writing of any reasonable accommodation needed prior to the date of the interview.